

# **ecoFest's Spokesdog Contest Rules**

## **Who Can Enter?**

Lafayette Education Outreach and ecoFest are looking for eco-friendly dogs who want to help keep our waterways clean. Potential spokesdogs must be residents of Norfolk.

Spokesdogs will be chosen to remind dogs and owners about the importance of picking up pet waste. Dogs and their caretakers must be friendly and interested in interacting with other dogs and their caretakers at public events. Dogs must be licensed, neutered and up-to-date on all vaccinations (rabies and distemper). Top 10 finalists must pass a temperament test given by the Portsmouth Humane Society (PHS) by appointment only at the Ernie Morgan Center between April 8-16, 2015. Dogs and owners will be notified of appointment times and date once 10 finalist have been chosen

## **How Do I Enter My Dog?**

"Like" [the City of Norfolk's Facebook page \(facebook.com/norfolkVA\)](https://www.facebook.com/norfolkVA) on Facebook for contest and entry information.

Online entries only will be accepted from March 13-30, 2015. The online form must be completed in full and a photograph ([less than 1 MB](#)) of only your dog must be uploaded. Only one entry allowed per dog, although 3 entries per household are allowed.

## **How Are The Spokesdogs Chosen?**

Three judges from the Hampton Roads area will choose the top 10 finalists. Between March 30-April 3, 2015, the owners of these dogs will be notified and given information on how to obtain the PHS behavioral testing. These 10 canines and owners will be invited to ecoFest 2015, where the winner and runners up will be announced.

Online voting for the winner and four runners up will take place starting April 4, 2015 and ending at 11:59 PM on April 22, 2015. The dog receiving the most online votes shall be declared the winner, subject to successful completion of all required PHS behavioral testing. Encourage your friends and family to vote. One vote per day from each Facebook account is permitted.

## **What Are The Spokesdog Duties (not doodies)?**

The winning spokesdog and its caretaker will be asked to attend at least three community events between June 2015 and May 2016 to distribute information on living the eco-friendly dog life. Small bag dispensers that clip to leashes and educational tip-cards will be provided to hand out at these events. The educational tip-card explains how dog waste left on the ground breaks down and washes into local storm drains every time it rains. The disease-causing bacteria found in pet waste then flows from the storm drains into our local rivers and the Chesapeake Bay.

A training/information session will be scheduled in early May once the winner and four runners up are announced at ecoFest. Sample promotional materials and talking points will be given out at that time.

Should the winning spokesdog not be available for an event, one of the four runners up will be contacted to fill in as needed.

## **Events may include:**

Bark in the Park at a Tides Baseball game  
A River Star Homes Event with the Elizabeth River Project  
Dog Walks  
Adoption Events

Parades  
ecoFest on the Lafayette

### **What Do I Win (Prizes)?**

#### **Winning Spokesdog – “ecoFest’s Canine Crusader for Clean Waterways”:**

- Prize basket from local pet shop
- Image used in promotional pieces for Lafayette Education Outreach and ecoFest
- Spokesdog Bandana to wear during community events

#### **Four Runners Up:**

- Spokesdog Bandana to wear during community events (in the event the winning spokesdog is unavailable or otherwise unable to fulfill its duties)
- Image used in promotional pieces for the Lafayette Education Outreach and ecoFest
- Toy & cookie prize pack

#### **All ten finalists in attendance at ecoFest 2015:**

- Image used in promotional pieces for Lafayette Education Outreach and ecoFest
- Cookie prize bag

### **What Are Contest Dates I Need To Know?**

Online Submissions: March 13- 29, 2015

Panel of 3 judges narrow selection down to top 10 dogs. March 30-April 3, 2015

Online Voting for Winner and four runners up April 4-April 22, 2015

### **Who do I contact if I am having problems or have additional questions?**

Questions about the contest can be emailed to Fleta Jackson at [fleta.jackson@norfolk.gov](mailto:fleta.jackson@norfolk.gov)

Questions about registering your dog online, voting and the functionality of this website can be emailed to Fleta Jackson at [fleta.jackson@norfolk.gov](mailto:fleta.jackson@norfolk.gov)

#### **Winner and four runners-up announced:**

**May 2, 2015 at ecoFest on the Lafayette River along the waterway in the 600-700 blocks of Mayflower Road in Norfolk at 12:15pm**